ĐO LƯỜNG SỰ HÀI LÒNG CỦA KHÁCH HÀNG VỀ CHẤT LƯỢNG DỊCH VỤ LOGISTICS TẠI CÔNG TY CỔ PHẦN DỊCH VỤ CẢNG ĐỒNG NAI

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TÓM TẮT

Trong bối cảnh có nhiều doanh nghiệp kinh doanh dịch vụ logistics cạnh tranh nhau về dịch vụ logistics với chất lượng tốt nhất nhằm giảm chi phí, bên cạnh yếu tố giá cả dịch vụ, mức độ hài lòng của doanh nghiệp cũng đã trở thành nhân tố chính quyết định sự lựa chọn nhà cung cấp dịch vụ logistics cho họ. Do đó, mục tiêu nghiên cứu là đo lường sự hài lòng của khách hàng về chất lượng dịch vụ logistics tại Công ty Cổ phần Dịch vụ Cảng Đồng Nai và trên cơ sở đó, tác giả đề xuất hàm ý quản trị góp phần nâng cao chất lượng dịch vụ logistics. Bài nghiên cứu được thực hiện dựa trên phương pháp nghiên cứu định tính bằng kỹ thuật lấy ý kiến 07 nhà quản lý doanh nghiệp logistics và thảo luận tay đôi nhằm khám phá những chỉ tiêu về chất lượng dịch vụ logistics. Phương pháp định lượng được thực hiện với mẫu gồm 450 khách hàng sử dụng dịch vụ logistics, thu về 430 phiếu hợp lệ. Dựa trên cơ sở này, tác giả đã phân tích hồi quy tuyến tính đa biến và xác định được năm yếu tố tác động đến sự hài lòng của khách hàng về chất lượng dịch vụ logistics với mức ý nghĩa là 5%.

MEASUREMENT OF CUSTOMER SATISFACTION WITH LOGISTICS SERVICE QUALITY AT DONG NAI PORT SERVICE JOINT STOCK COMPANY

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ABSTRACT

In this context, many logistics service businesses were competing to provide high-quality logistics services to reduce costs. In addition to service price, the level of customer satisfaction has become a key factor in determining their choice of logistics service provider. Therefore, the research objective is to measure customer satisfaction with the quality of logistics services at Dong Nai Port Service Joint Stock Company. Based on this, the authors recommend that management improve logistics service quality. The research was conducted using qualitative methods, including consultations with 7 logistics business managers and discussions to explore the indicators of logistics service quality. The quantitative phase involved a sample of 450 customers using logistics services, from which 430 valid responses were collected.. The author analyzed multivariable linear regression analysis and identified five factors affecting customer satisfaction with logistics service quality at the 5% significance level.

1. INTRODUCTION

Logistics plays a crucial role in the global economy, specifically in Vietnam. It is highly essential in the present day. The current, unavoidable trend is the global integration of economies.. The dynamic growth of the worldwide market has resulted in a significant surge in international commerce, necessitating a corresponding increase in demand for transportation, storage, and related services like ancillary services Hence, the significance of logistics is progressively growing. Logistics is a powerful mechanism that connects global economic operations, guaranteeing optimal efficiency in manufacturing and company endeavors [1-2, 3-4].

As part of its commitment to join the WTO, Vietnam will allow 100% foreign-owned maritime and logistics service companies to operate on equal terms with domestic companies in Vietnam. This exposes Vietnamese businesses to fierce competition at home. To survive and grow, Vietnamese companies must adapt to compete with foreign corporations that are not only financially strong but also have extensive experience in logistics. [1-2, 3-4].

Dong Nai is located in the Southeast economic development region, with a strong development of logistics services. In fact, the Southeast region has about 14,800 businesses providing logistics services, accounting for nearly 50% of the country; this is a very high proportion. Moreover, as mentioned, the most significant advantage in recent years is that Dong Nai is located in the Southeast economic region, close to Ho Chi Minh City, near major seaports. At the same time, the province has many industrial zones in operation and continues to develop other zones. Therefore, the demand for the export and import of goods by businesses in the area is enormous and is a potential market for Dong Nai's port system, freight transport, and logistics services.

Besides the service price factor, the level of business satisfaction has also become the main factor determining the choice of logistics service provider. Therefore, to consistently achieve success and become a leading logistics service provider in Vietnam, the company must understand and meet customer needs [1-2, 3-4].

For service businesses, according to experts, the explosion of the 4.0 industrial revolution and the strong development of e-commerce have introduced new challenges, making it more difficult for businesses to meet the diverse needs of customers. That requires the logistics industry to change and transformby investing in contemporary warehouse infrastructure, applying digital management and automation in operations, and and implementing more advanced management models. In addition, the company should aim to transition seaport operations to an online, contactless system, automating many stages of the process. This will improve productivity, increase work efficiency, minimize errors due to manual operations, and better serve customer needs.

Therefore, studying customer satisfaction with the quality of logistics services at Dong Nai Port Services Joint Stock Company (DNPS) is extremely necessary to evaluate the influence of each factor. Service quality plays a key role in customer satisfaction, and offers valuable insights for management to enhance service quality and, in turn, increase customer satisfaction.

2. LITERATURE REVIEW AND RESEARCH MODEL

2.1 Literature review

Definition of customer satisfaction: Customer satisfaction refers to the degree of contentment experienced by an individual when comparing their expectations with the outcomes of using a product or service. Their performance is evaluated according to three distinct levels: In the event that the obtained outcomes fall short of the anticipated level, the consumer would experience a sense of dissatisfaction. Assuming the received results meet the anticipated outcome, the consumer will experience contentment [1]. If the obtained outcomes surpass the anticipated ones, the customer is really content and intrigued by that particular solution. The user's text is [2].

The concept of service quality entails the evaluation of two key aspects: the value of the service provided and the outcomes achieved via the service [3, 4]. Service quality may be categorized into two dimensions: technical quality, which refers to the actual service received by the client, and functional quality, which pertains to the customer's impression of the service supplied. Service quality refers to the extent to which a service meets or exceeds consumers' expectations and their assessment of the outcomes of the service [1, 5-6].

The creation of added value in a corporation is assessed based on key criteria that define its logistics services, which are as follows: (1) We provide consulting services to assist customers in efficiently and expeditiously completing customs processes for importing and exporting products. (2) Ensure prompt and dependable delivery of goods, adhering to the agreed-upon timetable. (3) Arrange warehousing and distribution following client specifications and guarantee the security of items throughout the storage and distribution process as per customer needs. (4) Customers are consistently and punctually provided with reliable advice on all procedures pertaining to local and international trade paperwork, as promised. (5) Streamline the implementation of logistics services using the expertise of the logistics service provider [2, 5, 6].

The link between service quality and customer satisfaction is characterized by their interdependence and mutual influence. Satisfaction is a composite of subjective elements derived from client sentiments and emotions, whereas service excellence is an objective notion. Service quality is the foundational factor that is established and subsequently influences customer happiness. Hence, in order to enhance consumer happiness, service providers must enhance the quality of their services. In addition, the level of service quality directly influences client happiness. The correlation stems from the fact that the quality of a service is intrinsically tied to the provision of that service, and the assessment of satisfaction can only be made once the service has been utilized. If the enhancement of quality does not align with the specific requirements of the clients, their satisfaction with the service will never be attained. Hence, if clients perceive

the service to be of superior quality, they will consequently be content with it. In contrast, if clients see the service as being of poor quality, it will lead to dissatisfaction.

The service quality scale is extensively employed across several service industries, encompassing five key dimensions of service quality: dependability, responsiveness, assurance, empathy, and tangibles, all of which significantly influence customer satisfaction. Thus, the research model was constructed, encompassing the subsequent five components: (1) Reliability: denotes the capacity to execute services accurately and punctually at the initial attempt. (2) Responsiveness: indicates the readiness of service personnel to deliver prompt service to clients. (3) Service Competence: exhibits expertise and courteous, hospitable service to customers. (4) Empathy: demonstrates genuine care and concern for every unique consumer. (5) Tangibles: manifested through the visual aspects, attire of service personnel, and tools utilized to execute the service [5, 6].

2.2 Research model

The 5-component model of service quality will be used in the study to measure the service quality of Dong Nai Port Services Joint Stock Company as well as the level of customer satisfaction when using the service as follows:

Reliability is understood as the ability to provide accurate, punctual and reputable services. This requires consistency in performing tasks and respecting commitments as well as keeping promises to customers, specifically as follows: When a logistics company provides services, it must be right the first time as agreed/introduced to customers [3, 4]. When you have promised to deliver goods at a specified time, ensure that the goods are delivered on time according to the announced schedule and always ensure clarity, accuracy, no errors in documents and all other documents. Reliable procedures should also be followed in handling domestic and international trade documents. There is a positive relationship between reliability and customer satisfaction. In other words, when customers trust the Logistics services of Dong Nai Port Services Joint Stock Company, customer satisfaction is high, and vice versa. Thus, hypothesis H1 is proposed.

H1: Reliability has a positive relationship between customer satisfaction and the quality of logistics services.

Empathy entails demonstrating genuine concern and providing attentive customer service, ensuring that clients receive the utmost thoughtful treatment. This approach aims to make customers feel valued and esteemed, fostering a sense of being honored guests of the company who are constantly warmly embraced, consistently and universally. The human element is the fundamental component of this achievement, and the greater the company's concern for consumers, the greater the level of empathy it will garner. For example, if a logistics service company has a cleaning area, convenient procedures and delivery of goods for customers and customers do not have to queue for long to be served by staff [1, 5]. There is a positive relationship between empathy and customer satisfaction. Customers who appreciate the company's empathy/sympathy feel more satisfied, and vice versa. Thus, hypothesis H2 is proposed.

H2: Empathy has a positive relationship between customer satisfaction and the quality of logistics services.

Responsiveness is a metric that evaluates the capacity to promptly resolve issues, efficiently address complaints, demonstrate willingness to assist customers, and promptly respond to customer inquiries. In essence, service effectiveness refers to the logistics service provider's ability to meet the specific demands of customers, such as: Company staff must always be ready to perform customs clearance services and fast transport of import and export goods quickly and promptly arrive at the customer's designated location. Staff should be ready to support customers, answer all questions, and listen to their feedback. There is a positive relationship between company service responsiveness and customer satisfaction. When customers receive a prompt response from Dong Nai Port Services Joint Stock Company's Logistics service, customer satisfaction is higher and vice versa. Thus, hypothesis H3 is proposed.

H3: Responsiveness has a positive relationship between customer satisfaction and the quality of logistics services.

Competence is the key element that instills trust and confidence in clients. It is evident via the provision of professional service, extensive knowledge, courteous behavior, and effective communication skills. These attributes ensure that customers feel comfortable whenever they utilize the company's services, specifically: Company employees are knowledgeable, always work responsibly, have a professional working style, are polite, courteous, and close to customers making customers feel safe in transactions and thereby trusting company employees [5, 6-8]. There is a positive relationship between competence and customer satisfaction. The higher customers rate a company's competence, the more satisfied they feel, and vice versa. Thus, hypothesis H4 is proposed.

H4: Competence has a positive relationship between customer satisfaction and logistics service quality.

Tangible factors are the external image of the company's facilities, equipment, machinery, staff demeanor, manuals and communication system. In general, everything that customers see directly with their eyes and senses can affect this specific factor: Whether logistics service providers have well-equipped, comfortable, and attractive facilities, including loading and unloading equipment, machinery, warehouses, and freight vehicles, all designed to meet customer needs, the employees have a professional style and neat, attractive attire, or the company arrange convenient operating hours for all customers [6-7]. There is a positive relationship between tangibles and customer satisfaction. When customers appreciate the tangible facilities of the Dong Nai Port Services Joint Stock Company, the level of satisfaction is higher, and vice versa. Thus, hypothesis H5 is proposed.

H5: Tangible means have a positive relationship between customer satisfaction and the quality of logistics services.

According to theories of logistics service quality, there is a connection between the quality of service provided and the level of satisfaction experienced by customers. The author has presented a study approach for assessing customer satisfaction with the quality of logistics services:
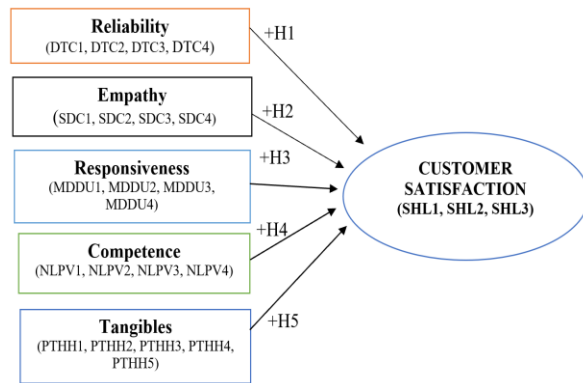
(Source: compiled by author)

Figure 1. *Model to study factors affecting customer satisfaction with the quality of DNPS logistics services*

3. RESEARCH METHODS

3.1 Qualitative research

Qualitative research is conducted using the group discussion method. This research is used to explore, adjust and supplement the scale. The tool to collect qualitative data is a group discussion questionnaire. The discussion group includes 07 managers (including directors, department heads, deputy sales and project managers of the company), who have many years of experience operating in the field of logistics, to seek opinions on observed variables in the 5 components of the scale [10].

3.2 Quantitative research

Formal quantitative research is conducted through direct interviews and sending questionnaires via email. Because the company's customers are primarily multinational corporations, English was added to the questionnaire so that foreign respondents could easily participate in the survey. This study is to test the scale and theoretical model [10].

The sample was selected using the convenience sampling method, a non-probability sampling method. The sample size consists of 450 actual customers who have been using DNPS's logistics services, among whom, 20 responses were deemed unsatisfactory due to incomplete information Therefore, there were a total of 430 questionnaires processed. The Cronbach Alpha reliability analysis assesses the reliability of a measurement instrument by calculating the Cronbach Alpha coefficient. This value helps identify and exclude unsuitable variables and minimize the inclusion of irrelevant variables in the research process [10]. Variables exhibiting a total variable correlation below 0.3 will be excluded. A scale is considered acceptable if the Cronbach Alpha coefficient exceeds 0.6. All observed variables pertaining to components that demonstrate dependability will be subjected to study for EFA (exploratory factor analysis). The study model utilizes multiple linear regression analysis. Statistical tests were conducted through out this investigation [10].

4. RESEARCH RESULTS

The survey questionnaire consisted of 450 responses with a total of 430 valid responses collected resulting in a response rate of 95.55% After checking, 20 responses that did not meet the criteria were excluded, mainly due to incomplete information being filled in questionnaires. Thus, the total number included in the analysis is 430 questionnaires with complete responses. The sample included in the official analysis had the following results:

Table 1. *Summary of descriptive statistics results*

	Index	Customers	%
Gender	Male	180	41,9
	Female	250	58,1
	Total	430	100,00
Income	Under 10 million/month	22	5,1
	From 10 million to under 15 million/month	88	20,5
	From 15 million to under 20 million/month	175	40,7
	Over 20 million/month	145	33,7
	Total	430	100,00

(Source: compiled and processed by the author from SPSS 20.0)

Table 1 shows that 180 customers are male, accounting for 41.9% of the total sample, and the remaining 58.1% are female out of a total of 430 valid responses. In addition, customers with a monthly income of less than 10 million VND account for 5.1%, equivalent to 22 people; this rate is the lowest. Next, customers with montly income from 15 millions VND to less than 20 million VND account for the highest number, accounting for 40.7%, equivalent to 175 people.

Table 2. *Summary of Cronbach's Alpha results of factors*

No.	Code	Number of initial variables	Number of remaining variables	Cronbach's Alpha
1	Reliability	4	4	0,913
2	Empathy	4	4	0,914
3	Responsiveness	4	4	0,902
4	Tangibles	5	5	0,938
5	Competence	4	4	0,918
6	Customers' Satisfaction	3	3	0,845

KMO	0,794; level of significance 0,00
Initial Eigenvalues	0,2242, devied into 5 groups
Total variance extracted	80,278%

(Source: compiled and processed by the author from SPSS 20.0)

Table 2 shows that the dependent variable is customer satisfaction with Cronbach's Alpha coefficient of 0.667 and all observed variables are greater than 0.6. These results are considered satisfactory, so the author accepts the scale. Consequently, no variables were eliminated from the scale, as the coefficients were above the acceptable threshold.

Thus, the Cronbach's Alpha coefficient of the scales after the first run is relatively large and meets the requirements, no variables in the scale are eliminated. Next, these variables will be included in exploratory factor analysis (EFA). Table 2 also shows that the KMO coefficient is 0.794 with a significance level (Sig) of 0.000. A large KMO value means that factor analysis is appropriate, indicating that factor analysis is appropriate for survey data of 450 customers, but there are 430 valid respondents.

Table 3. *Factor analysis explores the independent variable*

Code	Factors				
	X1	X2	X3	X4	X5
PTHH3	0,918				
PTHH2	0,913				
PTHH4	0,898				
PTHH5	0,892				
PTHH1	0,852				
NLPV1		0,938			
NLPV4		0,932			
NLPV3		0,897			
NLPV2		0,826			
DTC3			0,933		
DTC4			0,924		
DTC2			0,873		
DTC1			0,830		
SDC3				0,915	
SDC4				0,913	
SDC1				0,873	
SDC2				0,860	
MDDU2					0,912
MDDU3					0,889
MDDU1					0,885
MDDU4					0,829

(Source: compiled and processed by the author from SPSS 20.0)

Table 3 shows that the initial Eigenvalue is 2.242, which is greater than 1.0, and the total extracted variance is 80.278%, which is above the 50% threshold, so the variance is relatively high and satisfactory. This indicates that 80.278 % of the variation in customer satisfaction is explained by the five extracted factors and 21 observed variables in the independent factor and 03 observed variables in the dependent variable. The results show that there are enough conditions to put the data into multiple linear regression model analysis.

Table 4. *Factor analysis explores the dependent variable*

Code	Initial Eigenvalues			Total variance extracted		
	Total	% variance	% accumulation	Total	% variance	% accumulation
1	2,292	76,409	76,409	2,292	76,409	76,409
2	0,400	13,322	89,731			
3	0,308	10,269	100,000			
KMO: 0,724; Sig is 5%.						

(Source: compiled and processed by the author from SPSS 20.0)

Table 4 shows the results of exploratory factor analysis for customer satisfaction with KMO value of 0.724, a significance level of 5%. In addition, the total variance extracted reached 76.409%. Thus, the author continues to analyze the multiple linear regression results for the model as follows:

Table 5. *Multiple linear regression results*

The factors	Unstandardized coefficients		Unstandardized coefficients	Sig	VIF
	B	Standard Error	Beta		
(C)	0,741	0,117		0,000	1,110
Tangibles	0,104	0,019	0,172	0,000	1,017
Competence	0,272	0,019	0,436	0,000	1,074

Reliability	0,121	0,014	0,272	0,000	1,112
Empathy	0,210	0,016	0,424	0,000	1,208
Responsiveness	0,102	0,014	0,236	0,000	1,110
Testing F			130,392; Sig. = 0,000		

	R	R^2	Adj R^2	S.E	Durbin-Watson
Model	0,778	0,606	0,601	0,329	1,802

(Source: compiled and processed by the author from SPSS 20.0)

Table 5 shows that the regression coefficients are statistically significant at 5% and positive. Adjusted R2 coefficient (Adjusted R Square) = 0.601 means the model explains 60.10% of the change in customer satisfaction variable. Durbin - Watson stat = 1.722 indicates no autocorrelation and VIF values are less than 2, not violating multicollinearity. The results show that the research objectives has been achieved and five factors that affect customer satisfaction with the quality of DNPS logistics services have been identified and five hypotheses have been accepted [6-7, 8-9]. However, the model's explanation level is at 60.10%, while 39.9% is due to other factors not included in the model. Based on the standardized beta coefficients, it reflects the priority level when implementing the following management implications: (1) Competence (0.436); (2) Empathy (0.422); (3) Reliability (0.272); (4) Responsiveness (0.236) and (5) Tangibles (0.172).

The results have provided reliable information for the company's management board [6-7, 8-9]. This research result is also consistent with previous domestic and foreign studies. This is significant scientific evidence, providing a solid foundation for the author's contribution to assisting administrators in learning about factors affecting customer satisfaction with logistics services at the company targets appropriate business strategies. Based on the research results, the author propose managerial recommendations to improve service quality, increase competitiveness, attract new customers, and retain existing customers, ensuring the company's outstanding development in the coming time.

5. CONCLUSIONS AND MANAGERIAL RECOMMENDATIONS

5.1 Conclusions

Logistics is an integral component of international trade. The business landscape is becoming more multifaceted, including several sectors and offering a wide range of services to cater to society's transportation demands, particularly in the import and export of commodities. The research was conducted using both qualitative and quantitative research methods. Qualitative research with 07 managers and 10 customers to calibrate the scale and develop a questionnaire. The quantitative phase used an official sample of 450 respondents, resulting in 430 valid responses, data collected through questionnaires with 24 observed variables for concepts of factors creating satisfaction. The collected data were entered, cleaned and analyzed by SPSS 20.0. Tools used in the analysis include descriptive statistics, Cronbach's Alpha, EFA and multiple linear regression analysis. The regression results have identified five factors that affect customer satisfaction with the quality of DNPS logistics services, and five hypotheses were accepted. However, the model's explanation level is at 60.10%, while 39.9% is due to other factors not included in the model. The following shows five factors with standardized Beta coefficients from high to low, including: (1) Competence (0.436); (2) Empathy (0.422); (3) Reliability (0.272); (4) Responsiveness (0.236) and (5) Tangibles (0.172). Based on the research results, the study proposes a number of management implications to help managers adjust appropriate policies in the new situation and international integration.

5.2 Managerial recommendations

In the current highly competitive business landscape, the key to a firm's survival and growth is in Achieving high levels of customer satisfaction, as it is the most effective way to generate income, attract, and retain customers. From the results of this research, the author has made a number of recommendations aimed at improving and focusing on key components to increase customer satisfaction follows:

Firstly, in terms of service capacity (0.436), This is the key determinant that fosters trust and instills confidence in clients. The company's services inspire a sense of security in consumers due to the combination of professional service, extensive professional expertise, courteous approach, and effective communication abilities [4, 5-6]. Hence, the company should prioritize enhancing professionalism and fostering customer trust through specific measures. Firstly, it should regularly conduct professional training sessions for employees, ensuring that the staff is well-versed in customer service principles and consistently upholds the mindset of being prepared to assist customers. Additionally, the company should prioritize customer satisfaction as its ultimate objective and guiding principle. Simultaneously, the company must establish performance criteria for employees in each department and conduct annual inspections and assessments to uphold service standards for customers. This process will also identify areas of improvement that employees need to address promptly through rotation or training programs, particularly in the current era of technological advancement.

Second, in terms of empathy (0.422), empathy involves showing genuine care and attention for customers, providing thoughtful treatmentto help customers feel like the company's distinguished guests are always warmly welcomed anytime, anywhere [4, 5-6]. In order to cultivate the aforementioned empathy, the organization must prioritize the human element, as it is the fundamental component of this achievement. The company's level of concern for its consumers directly correlates with the magnitude of empathy achieved. The throughput will experience an increase. Therefore, the company needs to increase training, professional training, ethics and professional responsibility for staff when providing services to customers, which must be a regular job with

investment and adequate attention from company leaders. The human factor is always the decisive factor and has the greatest influence on improving the capacity to provide services, in addition to the factors of care, listening and understanding.

Third, in terms of reliability (0.272), the fact that customers are provided with service at the time promised by the service provider is the customer's most important expectations. This demonstrates the correlation between the company's reputation and the caliber of its products and services [4, 5-6]. Providing consumers with excellent service quality will bolster their reputation and trust, so guaranteeing a growth in the company's market share. If the customer's requirements are not met in the best way, the company's reputation will be diminished and the company's competitiveness will be reduced. Reliability is one of the important factors that create a corporate brand, because a brand is all the identities, shapes and symbols used to identify the origin of products or services provided by a business industry and differentiate them from other companies' products or services. Therefore, the company needs to have a consistent policy in performing tasks and respecting commitments as well as keeping promises to customers in order to focus on improving service quality.

Fourth, in terms of response level (0.236), although DNPS has relatively effectiveprocesses for organizing warehousing, delivery, and transportation of goods [4, 5-6], the quality of freight forwarding services must be regularly reinforced, not only to retain current customers but also to increase the company's reputation. We must always think about constantly improving service quality and competing with ourselves to overcome difficulties. It is imperative that goods remain secure throughout the process of delivery, transportation, and storage. It is important to recognize that the warehouse serves not only as a storage facility for goods, but also functions as a distribution center and offers value-added services to clients, such as the collection and packaging of items. Tasks may include packaging, bundling, consolidating, or segregating merchandise for shipment or even constructing whole machinery prior to delivering it to the purchaser. The warehoused items are consistently prepared for shipment in accordance with client specifications, utilizing a warehouse infrastructure that spans many provinces. Offer comprehensive details on the transportation path of products and establish connections with major clients for regular updates. Efficiently carry out all necessary protocols, ensuring swift response to all client questions with utmost satisfaction.

Finally, regarding tangible means (0.172), tangible means are the external image of facilities, equipment, machinery, human resources, staff demeanor, and documents manuals, company information technology systems and convenient operating hours for all customers [4, 5-6]. Therefore, the company needs to upgrade its current information system, more specifically, in the near future the company should apply an electronic data sharing and exchange system, which is an essential tool in business transactions, business to business. As more and more companies connect to the internet, the role of big data will be to create mechanisms for companies to buy, sell and exchange information related to business activities and to exchange funds through electronic network to shorten space and time distances. In addition, the company also needs to research and expand its agent and branch system in domestic and foreign markets effectively so that the company can deploy its logistics services easily and quickly and, always promptly meet customer needs anytime, anywhere.

Limitations and future research directions are only based on 430 samples, which is a much smaller number of customers than the actual number of customers that DNPS company has provided services, and at the same time it is mainly implemented in the Dong Nai province area which is still limited, non-probability sampling methods, Therefore, the research sample is not highly representative. Future research must be based on a larger sample size and expand the geographical survey area in many other provinces to be more representative and diversify sampling methods.

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